

Ship us the quantities as marked — F.O.B. Apopka, Florida, Express Collect  
Please send check or money order with your order or it will be shipped C.O.D.  
For those who wish credit, please send 3 trade references with order and allow  
me three weeks to communicate with references.

### WAX PAPER POT

Quantity Wanted	Pot Size	Description	Cost Each	Quantity Wanted	Pot Size	Description	Cost Each
<b>2" PAPER POTS</b>				<b>2" CLAY POTS</b>			
_____	2"	NEPHTHYTIS	9c	_____	2"	NEPHTHYTIS	10c
_____	2"	PEPEROMIA	9c	_____	2"	PEPEROMIA	10c
_____	2"	PHILODENDRON	9c	_____	2"	PHILODENDRON	10c
_____	2"	POTHOS	9c	_____	2"	POTHOS	10c
_____	2"	CACTUS	9c	_____	2"	CACTUS	10c
_____	2"	AGAVE _____ or _____	9c	_____	2"	AGAVE _____ or _____	10c
_____	2"	ARDISIA	9c	_____	2"	ARDISIA	10c
_____	2"	SANSEVIERIA HAHNII	12c	_____	2"	SANSEVIERIA HAHNII	14c
_____	2"	POTHOS MARBLE QUEEN	20c	_____	2"	POTHOS MARBLE QUEEN	21c
_____	2"	IVY—HAHN'S	9c	_____	2"	IVY—HAHN'S	10c
_____	2"	CRASSULA	9c	_____	2"	CRASSULA	10c
_____	2"	SERRISA	9c	_____	2"	SERRISA	10c
_____	2"	VARIEGATED NEPHTHYTIS	15c	_____	2"	VARIEGATED NEPHTHYTIS	16c
_____	2"	VARIEGATED PEPEROMIA	20c	_____	2"	VARIEGATED PEPEROMIA	21c
_____	2"	PODOCARPUS	9c	_____	2"	PODOCARPUS	10c
_____	2"	CHINESE EVERGREEN	12c	_____	2"	CHINESE EVERGREEN	14c
<b>2½" PAPER POTS</b>				<b>2½" CLAY POTS</b>			
_____	2½"	DRACAENA	20c	_____	2½"	DRACAENA	22c
_____	2½"	NEPHTHYTIS	18c	_____	2½"	NEPHTHYTIS	20c
_____	2½"	PEPEROMIA	18c	_____	2½"	PEPEROMIA	20c
_____	2½"	PHILODENDRON	18c	_____	2½"	PHILODENDRON	20c
_____	2½"	LACE TABLE FERN	20c	_____	2½"	SANSEVIERIA HAHNII	22c
_____	2½"	SANSEVIERIA HAHNII	20c	_____	2½"	IVY—HAHN'S	20c
_____	2½"	IVY—HAHN'S	18c	_____	2½"	IVY—GRAPE	20c
_____	2½"	IVY—GRAPE	18c	_____	2½"	ARDISIA	20c
_____	2½"	ARDISIA	18c	_____	2½"	CRASSULA	20c
_____	2½"	CRASSULA	18c	_____	2½"	LACE TABLE FERN	22c
<b>3" PAPER POTS</b>				<b>3" CLAY POTS</b>			
_____	3"	NEPHTHYTIS	25c	_____	3"	NEPHTHYTIS	29c
_____	3"	PEPEROMIA	25c	_____	3"	PEPEROMIA	29c
_____	3"	PHILODENDRON	25c	_____	3"	PHILODENDRON	29c
_____	3"	CALADIUM PLANTS	25c	_____	3"	CALADIUM PLANTS	29c
_____	3"	CHINESE EVERGREEN	45c	_____	3"	CHINESE EVERGREEN	49c
_____	3"	<b>AZALEAS</b> for growing on	25c	_____	3"	<b>PHILODENDRON JOHNSII</b>	65c
_____	3"	<b>PHILODENDRON JOHNSII</b>	60c	_____	3"	PLANT COMBINATION	29c
_____	3"	PLANT COMBINATION	25c	_____	3"	POTHOS MARBLE QUEEN	39c
_____	3"	POTHOS MARBLE QUEEN	35c	_____	3"	NEANTHE BELLA PALM	34c
_____	3"	NEANTHE BELLA PALM	30c				
<b>4" PAPER POTS</b>				<b>4" CLAY POTS</b>			
_____	4"	<b>PHILODENDRON JOHNSII</b>	1.25	_____	4"	<b>PHILODENDRON JOHNSII</b>	1.30

### WAX PAPER WRAPPED

Packed in boxes of 60, 100 and 120

Quantity Wanted	Description	Cost Each
_____	BOSTON COMPACTA	12c
_____	ASPARAGUS PLUMOSUS	9c
_____	CHINESE EVERGREEN	25c
_____	S. ZEYLANICA	9c
_____	S. LAURENTII (REGULAR)	15c
_____	S. LAURENTII (SPECIAL)	18c
_____	S. LAURENTII (ROSETTE)	15c

### FOR GROWING ON

_____	4-5 leaf NEPHTHYTIS	7c
_____	4 leaf PEPEROMIA	7c
_____	4-5 leaf PHILODENDRON	7c
_____	Thous. PHILODENDRON EYES	\$15.00
_____	Thousand POTHOS EYES	\$20.00

### PODOCARPUS

_____	Case, 24 bunches	36.00
_____	½ case, 12 bunches	22.50
_____	Trial package, 6 bunches	13.50
_____	Sample Package, 3 bunches	7.50

### SETS OF 20 FLOWER PRINTS — \$5.20 EACH SET, POSTPAID

Ship to \_\_\_\_\_

## Please Notice: SHIPPING INFORMATION!

The below listed shipping units are the result of years of experience and incorporate the best packaging of plants in order to insure the best arrival condition and also take advantage of the best express weight rates.

You now get 24 to 48 hours **quicker delivery** as we are NOW trucking all shipments to the main line (300-400 miles per week at our expense!)

Plants wrapped in WAXED PAPER	Plants potted in PAPER POTS
Best shipped in units of: Box of 60 _____ (Approx. wt. 14-19 lbs.) Box of 100 _____ (Approx. wt. 25-35 lbs.) Box of 120 _____ (Approx. wt. 30-38 lbs.)	Shipped <b>only</b> in the following units but can be assorted as to varieties: 2" pots — 60 or 120 to a box (wt. 15 or 28 lbs.) 2½" pots — 50 or 75 to a box (wt. 18 or 26 lbs.) 3" pots — 50 to a box (wt. 28 lbs.) 4" pots — 25 to a box (wt. 28 lbs.)
Plants in CLAY POTS	Shipped <b>only</b> in the following units but can be assorted as to varieties: 2" pots — 50 to a box (Approx. wt. 25 lbs.) 2½" pots — 40 to a box (Approx. wt. 33 lbs.) 3" pots — 25 to a box (Approx. wt. 30 lbs.) 4" pots — 12 to a box (Approx. wt. 19 lbs.)

CARRIER: All shipment by **EXPRESS COLLECT** unless otherwise specified by you.

### 2nd CLASS EXPRESS: 25% SHIPPING SAVINGS ON SEPARATE OR ASSORTED ORDERS OF THE FOLLOWING PLANTS: IN PAPER POTS

**AZALEAS GARDENIAS ALL FERNS ALL BULBS AND Wax Wrapped CHINESE EVERGREEN SANSEVIERIAS**

**TERMS OF SALE:** The savings of extra bookkeeping expense and credit losses helps me to maintain my present low prices in the face of increased production costs. Please send check or money order with your order or it will be shipped C.O.D. For those who wish credit please send three trade references with order and allow me three weeks to communicate with references.

**CLAIMS:** Every precaution is taken with regard to transit regulations to prevent losses, therefore, in the event of losses due to transit conditions, it is imperative that the consignee file a claim immediately with the carrier.

**10% DISCOUNT:** I can offer you bigger plants, grown especially for you, at a 10% discount if you order 5,000 or more and if you let me know 60 days in advance of shipping date. Frankly, I add the 5,000 extra cuttings to my regular production quota and set them aside for you. This eliminates risk and is worth the 10% discount. Production planning is a job and a 5,000 order without advance notice is no saving on my part over an order of 100 or 500. Let me hear from you as to how I can work with you on this.

(Printed in USA)

F — MAY '54

## LARGE "CUT-LEAF" PHILODENDRONS



**PHILODENDRON DUBIUM**  
3-5 Leaves  
10-18" Tall

**PHILODENDRON MONSTERA**  
3-4 Leaves  
15-24" Tall

**PHILODENDRON HASTATUM**  
4-6 Leaves  
10-15" Tall

**PHILODENDRON PERTUSUM**  
4-6 Leaves  
16-24" Tall

### "Large" Plant Assortment

3 each of these "best selling" varieties

**15 plants for \$23.00**

in 4" paper pots — 1 box (wt. 19-22 lbs.)

### Special 3" Pot Size Assortment

**25 plants for \$16.25**

**PHILODENDRON JOHNSII**  
(Selloum)  
5-7 Leaves, 12-15" Tall

9 Dubium — 8 Hastatum — 8 Pertusum  
Each with 3-5 leaves, 8-16" tall in 3" paper pot (1 box — wt. 17-19 lbs.)



**PHILODENDRON SELLOUM JOHNSII**

## from Brazil!

Yes, from out of the rich green BRAZILIAN JUNGLE comes the newest, most fascinating of all the PHILODENDRONS.

This new, fast-selling John'sii is the "NON-VINING" Philodendron with large "CUT-LEAVES."

Its beautifully balanced, erect growth and dark-green color have captured the public desire for plants of contrasting foliage and structural design in home and office.

3" pot, 4-6 leaves, 8-12" tall \$ .60 \$ .65  
4" pot, 5-7 leaves, 12-20" tall 1.25 1.30

(4" Clay Pot, shipped 12 only to box)

## Dewkist® Podocarpus

The new hardy "Green" to meet all requirements of the Florist Trade.

You have heard of it . . . probably you have seen it or possibly even used it. Podocarpus has been featured in design schools, flower shows and many national magazines but has not been used extensively because it has not been available in large quantities.



### DEWKIST PODOCARPUS ADVANTAGES:

NOW, after years of careful cultivation in our own nursery fields, DEWKIST PODOCARPUS is ready for immediate shipment direct to you.

- 1. LONG-LASTING** — Very hardy; life in water not less than two months.
- 2. TEXTURE** — Foliage is soft to the touch, stems are easily shapeable and its "feathered" appearance has a graceful contour.
- 3. COLOR** — Rich basic green and holds its color. Small new growth on tips is light green.

**4. SELF-SPIKING** — Podocarpus will hold desired shape and position.

**5. QUALITY** — The name DEWKIST assures uniform quality. Only first grade foliage is cut and packed for shipment.

### USES —

In large and small shops, the professional and amateur will find DEWKIST PODOCARPUS easy to use in an endless variety of distinctive floral arrangements. It complements any flower and is magnificent in straight basket work. Small branches are perfect in bouquets and corsages.



DEWKIST PODOCARPUS may be ordered with our regular line of plants. If ordered separately, individual orders can go Second Class Express. "Case" lots should be ordered separately for advantage of Second Class Express.

**PLACE A STANDING ORDER** — WEEKLY . . . SEMI-WEEKLY . . . MONTHLY. One bunch of DEWKIST PODOCARPUS is approximately 1½ lbs., containing 10 to 12 branches, 12 inches to 30 inches long.

### PRICES

	F.O.B. Apopka EXPRESS
1. BY THE CASE, 24 Bunches	\$36.00
2. BY THE HALF CASE, 12 Bunches	\$22.50
3. TRIAL PACKAGE, 6 Bunches	\$13.50
4. SAMPLE PACKAGE, 3 Bunches	\$ 7.50

(Write for larger quantity prices)

	Prepaid PARCEL POST
Not Shipped Parcel Post	
Not Shipped Parcel Post	
	\$14.50
	\$ 8.25

® REG. U. S. PAT. OFF.

HEIRLOOM  
PLANTERS

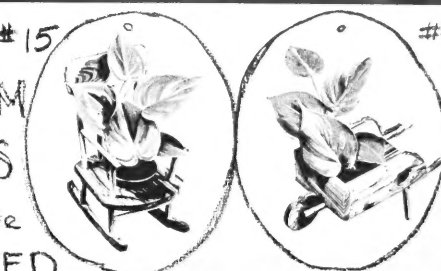
MINIMUM ORDER

**24 ASSORTED**

**PLANTERS**

**\$21.60**















FOB APOPKA, FLA.







HANDMADE  
of real

FLORIDA  
CYPRESS

These beautifully grained  
planters are complete with planter  
and Philodendron, as pictured.

NAME	DESCRIPTION	PAPER POT	CLAY POT
 <b>PHILODENDRON</b> (Cordatum) Number 1 in sales	2" pot (1 plant) 2 1/2" pot (2 plants) 3" pot (3 plants)	9c 18c 25c	10c 20c 29c
 <b>NEPHTHYTIS</b> (Liberica) Large dark green leaves	2" pot (1 plant) 2 1/2" pot (2 plants) 3" pot (3 plants)	9c 18c 25c	10c 20c 29c
<b>VARIEGATED NEPHTHYTIS</b> Very colorful, smaller, crinkled leaves	2" pot (1 plant)	15c	16c
 <b>PEPEROMIA</b> (Obtusifolia) Many waxey, dark green leaves	2" pot (1 plant) 2 1/2" pot (2 plants) 3" pot (3 plants)	9c 18c 25c	10c 20c 29c
 <b>VARIEGATED PEPEROMIA</b> Beautiful contrast of white and green	2" pot (1 plant)	20c	21c
 <b>POTHOS AUREUS</b> (Scindapsus) Golden Variegation	2" pot (1 plant)	9c	10c
 <b>POTHOS MARBLE QUEEN</b> Snowy white variegation	2" pot (1 plant) 3" pot (1-3 plants)	20c 35c	21c 39c
 <b>CACTUS</b> (Cereus Peruvianus) From 2-5" tall in special soil	2" pot (1 plant)	9c	10c
 <b>AGAVE</b> Sisalana (Smooth edge) Decepens (Rough edge)	Order either or Both 2" pot (1 plant)	9c	10c
 <b>ARDISIA</b> (Crenulata) Woody, compact. Used in Juvenile stage. 5-8 wavy margined leaves	2" pot (1 plant) 2 1/2" pot (1 plant)	9c 18c	10c 20c
 <b>HAHN IVY</b> Assorted	2" pot (1 plant) 2 1/2" pot (2 plants)	9c 18c	10c 20c
 <b>GRAPE IVY</b> Large plant	2 1/2" pot (1 plant)	18c	20c
 <b>CRASSULA</b> (Aborescens) Small, bushy and well shaped	2" pot (1 plant) 2 1/2" pot (1 plant)	9c 18c	10c 20c
 <b>SERRISA</b> (Foetida-Variegated) Very dainty, woody plant with perfect white margined leaves	2" pot (1 plant)	9c	10c
 <b>NEANTHE BELLA PALM</b> (Chamaedorea) "Perfect for Dish Gardens or Growing on" — Likes shade	3" pot (1 plant)	30c	34c

NAME	DESCRIPTION	PAPER POT	CLAY POT
 <b>PODOCARPUS</b> (Maki) Dark green with light green top growth	2" pot (1 plant)	9c	10c
 <b>DRACAENA</b> (Godseffiana) Slender woody plant—Large dark green leaves with white spots	2 1/2" pot (1 plant)	20c	22c
 <b>PLANT COMBINATION</b> 3 pot grown assorted plants frequently varied for best arrangement	3" pot (3 plants)	25c	29c
 <b>CHINESE EVERGREEN</b> (A. Simplex)			
	3-4 leaves	2" pot (1 plant)	12c
	5-8 leaves, 8-16" tall,	3" pot (1 plant)	45c
For Every Use Planter or Pot Soil or Water			
	Wax-Wrapped--Roots in Sphagnum Moss		
	4-6 leaves, 5-8" tall, Barerooted	Wax Wrap 25c	

NO LOSS FROM SALES OR ABUSE

## ---FINE SANSEVIERIAS

 <b>SANSEVIERIA HAHNII</b> The New Patented Rosette Pot Grown—Excellent Color	2" pot (1 plant) 2 1/2" pot (1 plant)	12c 20c	14c 22c
	Wax-Wrapped--Roots in Sphagnum Moss		
 <b>S. LAURENTII</b> —(Gold Banded)			
	The Special, 3-5 leaves, 12-20" tall	WAX WRAP 18c	
	The Regular, 2-3 leaves, 15-18" tall	15c	
	The Rosette, 3-5 leaves, 4-8" tall	15c	
	Wax-Wrapped--Roots in Sphagnum Moss		
 <b>S. ZEYLANICA</b> —3-4 leaves, 6-10" tall		9c	

**BOSTON FERN**  
(Compacta)  
For a 4" pot

Wax wrapped  
(Directions on wrapper)

12c



**Asparagus Plumosus**  
(Wax Wrapped)  
(Directions on wrapper)

9c

## FERNS



**LACE TABLE FERN**

ASSORTED PTERIS FERNS

A Delicate Beauty with Golden Edged Leaves

POT GROWN

2 1/2" paper pot ..... 20c  
2 1/2" Clay Pot ..... 22c

### Stock Available For GROWING ON —

NEPHTHYTIS	Bare Rooted	4-5 leaves	7c each
PEPEROMIA	Bare Rooted	4-5 leaves	7c each
PHILODENDRON	Bare Rooted	4-5 leaves	7c each
CHINESE EVERGREEN	Bare Rooted	4-6 leaves	25c each

### PROPAGATING VINES (For Eyes)

PHILODENDRON—\$15 per 1000 eyes. POTHOS—\$20 per 1000 eyes.

## SELL COLOR

that lasts all summer!



## Assorted CALADIUM PLANTS

as brilliant as a stained glass window . . . .  
for inside or outside . . . . planter bed or border.

Bushy plants in 3" paper pots ..... 25c  
in 3" clay pots ..... 29c

Also

## SELL THE BULBS TOO!

by mixed or named varieties

Your customers have learned that these  
amazing beauties are easy to grow.

Color counter cards, planting and care sheet sent with each order.

MIXED VARIETIES: 30% Whites Separated from the 70% Reds

### NAMED VARIETIES

### PRICE EACH

CANDIDUM—Snow-white with dark green ribs.

MRS. EDITH MEAD—Snow white with green border and red ribs.

TRIOMPHE DE L'EXPOSITION — Velvety red center shading to narrow green border.

D. M. COOK—Rumpled leaf, deep plum center.

DR. T. L. MEAD—Deep saturated red with black velvety sheen.

MRS. W. B. HALDEMAN—Transparent rose with pea green veins.

LORD DERBY—Rose with dark green veins and ribs.

MRS. F. SANDERS—Large splotted leaf.

CRIMSON WAVE—Large red with green.

RED FLARE—Bushy plant, red leaves.

(10 PER CENT DISCOUNT  
ON ORDERS OF  
1000 BULBS OR MORE.)

Size By Diameter	Mixed Varieties	Named Varieties
1 inch	8c	10c
1-1 1/2 inch	10c	12c
1 1/2-2 inch	12c	15c
2-2 1/2 inch	15c	20c
2 1/2-3 inch	20c	23c
3-3 1/2 inch	25c	30c

## Flower Paintings by

The original paintings are valued in excess of three million dollars.

REDON, MANET, RENOIR, DEGAS,  
MONET, CEZANNE, GAUGUIN, VAN  
GOGH, UTRILLO.

The pictures have been taken from a book which costs \$10 alone.

It has been found that people who buy plants and flowers would like to purchase these prints for their home use (they buy their own frames).

Sold in sets of 20 prints  
(2 each of 10 pictures)  
\$5.20 postage paid.

We have worked for a long time with publishers to make these pictures available so that you can retail them at 49c each (they may sell for 69-79c each depending on your judgment) and they cost you but 26c each (50-100%).

Each color plate on a 9 1/2 x 13" mat.  
Enclosed in a Cellophane Envelope.  
Sell at 49c to 79c each.  
Profit - 50% to 100%.

## AZALEAS for Growing On . . . .

Hino, Hexe, Snow,

Salmon Beauty, Coral Bell,

Christmas Cheer, Pink Pearl,

Sweetheart Supreme, Mme. Pericat

3" paper pot 25c

4" - 6" spread

HUSKY BUSHY PLANTS